

Nick Cox

Senior UI Designer | Design Systems | React | AI Product Development
www.nickdc.dev

Profile

Senior UI Designer with over 10 years' experience designing and shipping web applications, design systems and developer-ready interfaces. I specialise in Figma, React, Next.js and AI-assisted workflows, creating scalable digital products that bridge the gap between design and engineering. Comfortable working across the full product lifecycle, from discovery and prototyping through to implementation, I collaborate closely with developers to build user-centred experiences while creating reusable systems that help teams ship faster and more consistently.

Core Skills

Design	Design Systems • UI Design • UX Design • Information Architecture • Prototyping • Accessibility
Frontend	React • Next.js • TypeScript • JavaScript • Tailwind CSS • Storybook • HTML • CSS
Tools & AI	Figma • AI-assisted Design • AI-assisted Development

Work Experience

2017 – Present	Senior UI Designer & Front-End Developer at ColX Group Ltd North Wales, UK Lead UI designer delivering enterprise web applications used across multiple businesses within the ColX Group. I create scalable design systems, reusable component libraries and developer-ready interfaces in Figma before implementing them in React and Next.js. My work spans customer-facing payment journeys, self-service portals, internal operational tools and enterprise software, with a strong focus on usability, accessibility, responsive design and performance. I work closely with UX researchers, developers and stakeholders from discovery through prototyping and implementation, creating shared UI components and reusable patterns that reduce design-to-development effort and support consistent product delivery across multiple teams. AI is embedded throughout my design and development workflow, accelerating ideation, prototyping, documentation and front-end implementation while supporting faster product delivery and more scalable design systems.
2016 – 2017	Freelance Graphic & Digital Designer ↗

North Wales, UK

Worked with agencies and independent clients delivering branding, websites, responsive interfaces, motion graphics and digital marketing assets. Balanced creative direction with front-end implementation, ensuring projects were practical, maintainable and aligned with client objectives.

2015 – 2016 **Graphic & Digital Designer at Stride Studio** ↗
Chester, UK

Created tailored design solutions for clients in hospitality, retail and professional services. Projects included branding, websites, brochures, motion graphics and video editing, helping clients develop stronger visual identities across print and digital channels.

2014 – 2015 **Graphic Designer at Ice Creates** ↗
Birkenhead, UK

Designed creative campaign materials for NHS services and local authorities, focusing on behaviour change and public engagement. Worked on projects recognised with the 2015 Ogilvy Nudge Award for behavioural science in communications.

2012 – 2014 **Graphic & Digital Designer at View Creative** ↗
Rhos-on-Sea, Conwy, North Wales

Worked within a small agency team delivering branding, websites and marketing materials for clients across retail, leisure and public services. Partnered directly with clients to create practical design solutions that strengthened their brand presence across print and digital touchpoints.

Education

2009 – 2012 **Graphic Design BA (Hons) at North Wales School of Art & Design**
Wrexham, North Wales

Studied visual communication, digital design, and branding. Graduated with First Class Honours, with a focus on digital interaction design and brand identity systems.

Contact

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